



Policy

October 16, 2019

Page 1 of 3

Box 676
Calmar, AB T0C 0V0

1. Introduction

This Social Media and Networking Policy will encompass public communications through such internet mediums and websites as Twitter, Facebook, Instagram, Snapchat and any other social media network that allows users to communicate online as well as other forms of electronic communication but not limited to, methods such as instant messaging, emailing or texting.

Email correspondence, texting, and social media posts should be encouraged as tools to share information only.

The policy will apply to all members of the CMHA Community, including Directors, Teams, CMHA members and staff, on-ice and off-ice officials, billets, players, players' family members, and supporters. CMHA recognizes and appreciates the value of social media and the importance of social networking to all its stakeholders. CMHA also respects the right of all Teams and Association personnel to express their views publicly. At the same time, we must be aware of the dangers social media and networking can present.

The purpose of this policy is to educate the CMHA Community on the risks of social media and to ensure all Teams and Association personnel are aware that conduct deemed to be inappropriate may be subject to disciplinary action by CMHA.

2. Social Media Guidelines

CMHA holds the entire CMHA Community who participates in social media and networking to the same standards as it does for all other forms of media including radio, television, and print. It should be recognized that social media and comments are on the record and can be instantly published and available to the public and media.

Comments or remarks of an inappropriate nature that are detrimental to a Team, the Association, or an individual will not be tolerated and will be subject to disciplinary action.

Use your best judgment at all times – pause before posting or sending. Once your comments are posted or transmitted, they cannot be retracted. Ultimately, you are solely responsible for your comments.

3. SOCIAL MEDIA VIOLATIONS

The following are examples of conduct through social media and networking mediums that are considered violations of the CMHA Social Media and Networking Policy and may be subject to disciplinary action by CMHA.

- Any statement deemed to be publicly critical of Association officials or detrimental to the welfare of a member of the Team, the Association or an individual.



Policy

October 16, 2019

Page 2 of 3

Box 676
Calmar, AB T0C 0V0

- Negative or derogatory comments about any of the CMHA staff, programs, stakeholders, players, or any member of a CMHA Team.
- Any form of bullying, harassment, intimidation or threats against players or officials.
- Photographs, video, or comments promoting negative influences or criminal behavior, including but not limited to:
 - i. Drug use, alcohol abuse, public intoxication, hazing, sexual exploitation, etc.
 - ii. Online activity that contradicts the current policies of the CMHA
 - iii. Inappropriate, derogatory, racist, or sexist comments of any kind, in keeping with the CMHA policies and regulations on these matters.
 - iv. Online activity that is meant to alarm other individuals or to misrepresent fact or truth.

Because social media violations may vary in terms of their seriousness and effect, care must be taken to consider sanctions that are appropriate in each situation that presents itself.

Factors that can be considered when dealing with social media violations include:

- The intent of the violator
- Whether harm, physical or otherwise, resulting from the breach
- The circumstances of the offense
- The effect the abuse had upon its recipient, the recipient's family, the team, the Association, or the community
- Any previous social media violation history

4. DISCIPLINE

CMHA will investigate reported violation(s) of this policy in the manner set out in the discipline Protocol in CMHA policies for other types of violations. If the investigation determines that a violation has occurred, the CMHA Executive involved will impose an appropriate suspension. Any appeal of the suspension will be dealt with as set out in CMHA policies.

Possible disciplinary measures, therefore, depend on several factors. Please consider the following suggested responses for various conducts:

- Implicit or implied threats of death or serious bodily harm: indefinite suspension, referral to CMHA Executive for investigation and punishment (also referred to police)



Policy

October 16, 2019

Page 3 of 3

Box 676
Calmar, AB T0C 0V0

- Encouraging someone to do themselves serious injury: indefinite suspension, referral to CMHA Executive for investigation.
- Posting of pictures of a threatening nature: indefinite suspension, referral to CMHA Executive for investigation and punishment (also refer to police)
- Slurs against someone's race, religion, sex, or sexual orientation: lengthy suspension
- Slurs against another or their family: warning or short suspension
- Posting comments and/or pictures of self of an implied sexual nature: short suspension
- Posting comments and/or photos of someone else of an implied sexual nature: indefinite suspension, referral to CMHA Executive for investigation and punishment (also may refer to police)
- Posting or sending cruel gossip to damage a person's reputation and relationships with friends, family, and acquaintances: warning or short suspension
- Breaking into someone's email or other online account and sending messages that will cause embarrassment or damage to the person's reputation and affect his or her relationship with others: indefinite suspension, referral to CMHA Executive for investigation and punishment (also referred to police)
- Posting or sending unwanted or intimidating messages: suspension
- Tricking someone into revealing secrets or embarrassing information, which is then shared online: short suspension
- Negative or derogatory comments about the team, etc.: warning or short suspension

5. SUMMARY

When using social media and networking mediums, the CMHA community should assume at all times they are representing the CMHA and or its Teams. All members of the CMHA community should remember to use the same discretion with posting or commenting on social media and networking as they do with other traditional forms of media. **THINK BEFORE YOU POST.**